



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Atty. Doc. No.: **UCC1CIPRCE3**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Group Art Unit: **3622**

Confirmation number: **7166**

Examiner: **Jeffrey D. Carlson**

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB  
ADVERTISING THROUGH USE OF AN ADVERTISING TAG  
EMBEDDED IN A REFERRING WEB PAGE (as amended)**

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S I R:

**PRELIMINARY AMENDMENT**

In response to the Final Office Action dated December 30, 2004 (Paper No. 20041227) and in conjunction with the accompanying request for continued examination, please amend the above-identified patent application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 33 of this paper.